

**AMENDMENTS TO THE CLAIMS:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Previously presented) A display apparatus of semi-transmissive type for performing both reflective display and transmissive display, a display mode of the reflective display and a display mode of the transmissive display being different in relationship between an applied voltage and transmissivity or relationship between the applied voltage and reflectivity, the display apparatus comprising:

gradation reference potential generating means including two series of two variable resistors and a ladder resistor located between the two variable resistors, the ladder resistor outputting gradation reference potentials of a required number of gradation levels, each of the series dividing a power source voltage,

the gradation reference potential generating means including a memory for storing therein resistance value setting data for each display mode, the resistance value setting data being for setting resistance values of the variable resistors, and

wherein the resistance value setting data being for setting resistance values of the variable resistors so that when the display is in the transmissive display mode the variable resistors are set using a first set of values, but when the display is in the reflective display mode the variable resistors are set using a different second set of values.

2. (Original) The display apparatus as set forth in Claim 1, wherein: the memory is non-volatile.

3. (Original) The display apparatus as set forth in Claim 1, wherein: the two ladder resistors respectively generate a positive gradation reference potential and a negative gradation reference potential.

4-7. (Canceled)